

Notice of References Cited	Application/Control No. 09/804,735		Applicant(s)/Patent Under Reexamination SRINIVASAN ET AL.	
	Examiner JEAN JANVIER		Art Unit 3688	Page 1 of 1

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*		Document Number Country Code-Number-Kind Code	Date MM-YYYY	Name	Classification
*	A	US-6,085,229	07-2000	Newman et al.	709/203
	B	US-			
	C	US-			
	D	US-			
	E	US-			
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	I	US-			
	J	US-			
	K	US-			
	L	US-			
	M	US-			

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	N	WO 0148666 A1	07-2001	World Intellect	PEARSON A S et al.	
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NON-PATENT DOCUMENTS

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	U	Tapiero, C.S., "On-line and adaptive optimum advertising control by a diffusion approximation" : Operations Research, vol.23, no.5, pp.890-907: Sept-October 1975
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*A copy of this reference is not being furnished with this Office action. (See MPEP § 707.05(a).)
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